

FRAGRANCE AND PERSONAL CARE

## Bulgari intertwines Serpenti motif, romance for fragrance debut

October 6, 2016



*Bulgari Rose Goldea and Serpenti collection*

---

By STAFF REPORTS

Italian jewelry brand Bulgari has drawn inspiration from the love affairs of Queen Cleopatra, one of the maison's muses, for its latest women's fragrance.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The LVMH-owned jeweler has launched the Rose Goldea Eau de Parfum, which seeks to capture the seductiveness, fascination and impassioned loves of the Cleopatra. Perfumers often turn to iconic love stories or tales of seduction to script campaign narratives for fragrance launches, since the concept of romance and lust is easily translated to consumers.

### Romantic muses

For its Web promotions of the new Rose Goldea scent, Bulgari shared its inspirations. For the creation of Rose Goldea, Bulgari counts its iconic Serpenti jewelry collection as an inspiration due to its correlation to seduction and Queen Cleopatra.

Connections to the Serpenti collection continue in Rose Goldea's bottle design. The rose gold-color glass bottle has a band of Serpenti scales wrapped around its neck, symbolizing eternal love.

Web promotions show a rose gold and diamond Serpenti wrapped around the bottle's base.



### *Bulgari's Rose Goldea*

In a campaign film created for the fragrance debut, a woman is seen walking toward a vanity table set in a stately apartment.

As she dresses in front of her vanity, the woman uses a powder puff to apply loose powder to her damp skin, wraps a Serpenti bracelet around her wrist and spritzes her neck with Rose Goldea fragrance before settling on a reclined couch.

### *Bulgari Rose Goldea Eau de Parfum*

Rose Goldea Eau de Parfum was created by perfumer Alberto Morillas and features notes of white musk, Damascena rose absolute and grandiflorum jasmine absolute in addition to sandalwood.

On its Web site, Bulgari has included an interview with Mr. Morillas who further discusses his choice of notes for the fragrance.

Romantic concepts are often the root of fragrance creation as well as the campaigns produced to support the launch.

For example, French atelier Chanel paid homage to its founder's soul mate in a new scent named for his nickname. Gabrielle Coco Chanel's lover Arthur "Boy" Capel has inspired many of her namesake brand's wares, especially in the fragrance and beauty category.

Promotional copy for the scent talks to Mr. Capel's role in Ms. Chanel's life as "more than her soul mate; he was her double and her alter ego." The scent was inspired by their love and is a "balanced scent that challenges tradition and transcends gender" ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.